



# **South Dakota Arts Council and South Dakotans for the Arts**

## **Report of 2008 Constituents Survey Revised April 28, 2008**

### **Completed as part of strategic planning for 2008-2011**

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# Report of 2008 Constituents Survey

## Table of Contents

Survey objectives .....	1
Methods.....	1
Executive Summary .....	1
Full Survey Results .....	7
General Questions and Responses .....	7
Survey respondents .....	7
Status of Arts Education .....	7
Access to arts education.....	8
SDAC Priorities .....	9
SDAC and SoDA Services.....	11
SoDA Membership .....	12
Motivations for SoDA Membership .....	13
SoDA Programs Used .....	14
Important SoDA Services .....	14
Suggested SDAC Partnership Initiatives .....	16
Suggestions for <i>Arts Alive</i> .....	16
Other Suggestions for SDAC or SoDA .....	17
Professional Artists .....	18
Artists' Markets .....	18
Demand for Artists' Work .....	18
Artist Housing and Studio Space .....	19
Artist Health Insurance .....	20
Professional Development Needs for Artists .....	20
Artist Networks .....	21
Artists' Confidence .....	21
Artists' Needs.....	21
What Would Help Artists?.....	23
Nonprofit Organization Representatives.....	24
Arts and Cultural Organizations .....	24
Nonprofit Organizational Health .....	24
Nonprofit Organization Needs.....	25
Anticipated Nonprofit Accomplishments .....	27
Expected Challenges for Nonprofits .....	28
Educators.....	30
Role in Education.....	30
Community Partnerships to Enhance Arts Education.....	30
What is Working Well in Arts Education? .....	32
What Could Be Improved in Arts Education? .....	32
Appendix.....	33
Survey Invitation.....	33

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## **Survey objectives**

The South Dakota Arts Council (SDAC), the state arts agency, and South Dakotans for the Arts (SoDA), the state's nonprofit arts service and advocacy organization plan cooperatively. Every three years, the two agencies survey active constituents in preparation for renewal of each agency's strategic plan. Survey results supplement five Regional Arts Day meetings held around the state in the spring of 2007 (with 88 participants) as well as other planning focus groups in 2008. These constituent assessments help SDAC and SoDA evaluate the effectiveness of programs and policies and determine priorities for the strategic plan.

## **Methods**

The 2008 constituent survey was based on the design of previous surveys. The online survey expanded this year to ask more questions of individual artists and educators. The survey, built with Zoomerang survey software, was launched January 25, 2008 and closed March 31, 2008. Responses from 563 constituents included 525 completed and 38 partially-completed surveys. This reports documents results from all 563 constituents who responded to the survey.

SoDA distributed email invitations to 1,204 arts organizations, artists, educators, and other constituents through the *CAN Mail* email list. The invitation included a direct link to the survey site and was repeated twice. The invitation encouraged organization leaders to forward the survey link to their members and constituents so it is not possible to calculate a precise rate of response. SoDA and SDAC also posted prominent links to the survey on each of their web sites' home pages. However, 563 replies from a list of 1,204 constituents is a very impressive 47% response rate.

## **Executive Summary**

**Survey Respondents** Five hundred and sixty three South Dakota citizens responded to the survey. Artists replied to the survey most frequently, followed by cultural organization staff and board members, arts-interested citizens, and educators.

**Some Key Findings** As in previous surveys, constituents appreciate the South Dakota Arts Council and South Dakotans for the Arts.

Funding continues as the primary challenge for arts organizations. Marketing is the major challenge for artists. Most respondents wish for better arts education throughout the state.

Representatives of nonprofit organizations believed their organizations were stronger than ever. For the first time since 1997, over half of nonprofit leaders (52%) reported their organizations were strong. This continues a positive trend over the past decade in nonprofit leaders' perceptions of their organization's capacity.

Arts education remains the top recommended priority for SDAC. Increasing public awareness and advocacy are the most important SDAC and SoDA services. These findings are unchanged from the 2004 survey.

Motivations for SoDA membership shifted from previous years, as more members said in 2008 that they joined SoDA to be part of a larger arts network or to gain information. In 2004 and previous years, the majority said they joined to support SoDA advocacy.

**Status of Arts Education** Only a quarter of all survey respondents were satisfied that South Dakota K-12 students get an education that includes adequate instruction in the visual and performing arts. Nearly two-thirds were not satisfied. Others did not know.

**Accessibility of Arts Education** Even fewer people thought that students throughout South Dakota had equal access to a good arts education. Nearly three quarters believed equal access was not likely. Few respondents felt access was equitable across the state.

**SDAC and SoDA Priorities** The five most important recommended priorities for SDAC and SoDA are: *arts education, developing alternative funding strategies, funding for community organizations, artist support, and providing project funding*. Also highly valued are: statewide arts awareness campaigns, increased access for under-served rural and Native American populations, touring arts fee support, and creative economy development. Collaboration with other areas of state government and funding for South Dakota's larger arts institutions are also important for slightly fewer respondents. Technology assistance is least important, but still important for the majority.

**SDAC and SoDA Services** *Public awareness and advocacy* are the most important SDAC and SoDA services for most respondents. The top four priorities are nearly equally important: promote arts awareness statewide, advocate for arts education, communicate the role arts play in quality of life and economic development, and advocate to public officials through SoDA for public arts funding. Other important services include (ranked by number citing each as very important): information, documenting arts impact, updated web sites, cultural tourism, workshops and conferences, on-site assistance, newsletters, and technology help.

**SoDA Membership** Among those who knew their membership status, about half of respondents were SoDA members.

**Motivations for SoDA Membership** Members are motivated to join SoDA for two primary reasons. Most often, they join to be part of a larger arts network or to gain information (49%). Next most often, they join to support SoDA advocacy efforts (44%).

This is a significant change from previous surveys. In 2004, 49% of SoDA members reported they joined primarily to support SoDA Advocacy efforts and 37% joined to be part of the network and gain information. While other survey questions this year show high interest in advocacy, this question indicates SoDA memberships may now be driven more by interest in networking and information.

**SoDA Programs Used** About two thirds of respondents take advantage of the *Arts Alive* newsletter (70%) and *CAN Mail* (64%). Over a third of respondents have attended conferences and workshops (38%). Another third have called SoDA staff for information, advice, or referral (34%). Over a quarter use advocacy alerts (28%) or attended the Governor's Awards in the Arts (25%).

**Important SoDA Services** Respondents most strongly value SoDA's advocacy and public awareness work. Other SoDA services are valued nearly equally: workshops, conferences, *CAN Mail*, and *Arts Alive*.

**Suggested SDAC Partnership Initiatives** We asked, "Can you suggest new Arts Council initiatives in partnership with tourism, economic development, tribal relations, or history?" Suggestions include: *promote cultural/heritage tourism* (cited by 55 respondents), work more closely with or better promote Native American arts (17), advocate public awareness in South Dakota (7), keep up the good work (7), stress economic impact of a creative economy (4), and tour South Dakota artists (3).

**Suggestions for Arts Alive** We asked "Can you suggest anything that would improve the joint SDAC/SoDA newsletter, *Arts Alive*?" Following are the most frequent suggestions included: good as is or keep up the good work (cited by 37 respondents), no suggestions for improvement (31), regularly feature a new artist, community, school, local arts agency, and/or tribal program (16), have not seen it (15), better distribution (6), create an electronic newsletter (5), use recycled or cheaper paper (5), list more events or list sooner (4), and more frequent publication (3).

**Other Suggestions for SDAC or SoDA** We asked, "Do you have any other suggestions for the South Dakota Arts Council or South Dakotans for the Arts as each agency updates its long range plan?"

Following are repeated suggestions: keep up the good work, continue the good programs (cited by 25 respondents); work in partnership with universities and other state agencies (16), help artists network and/or get training (14), secure more funding and grant more funds (11), advocate for public support of the arts (8), strive for more SDAC and SoDA visibility (10; promote arts in education (6), market South Dakota arts and artists (5), move AEI conference to summer (4), keep constituents informed of opportunities (4), provide management assistance to arts organizations (4), emphasize more Native American arts (4), encourage new artists to join SDAC programs (3), continue SDAC/SoDA partnership (3), fund artists more directly (3), provide more help to rural and small communities (3), work with local arts councils (3), and keep grants administration simple or move to electronic grant applications (3).

## **Responses from Professional Artists**

One hundred and twenty eight professional artists responded to the survey.

**Artists' Markets** South Dakota artists more often market their work regionally (36%) or nationally (31%) than locally (21%). A few market internationally (13%).

**Demand for Artists' Work** Most artists indicate that demand for their work is growing or stable. Over a third report that demand for their work has grown slightly (36%). A quarter said demand was stable (25%). Another 17% report demand has grown significantly and nearly the same number (16%) report demand has declined slightly. Only 3% said demand has declined significantly.

**Artist Housing and Studio Space** Most South Dakota artists report that affordable housing or studios are not problems. These are problems for about one quarter of responding artists with 15% indicating a problem and 11% reporting a serious problem with housing or studio.

**Artist Health Insurance** Just under three quarters of responding artists had access to health insurance (73%). More than twice as many artists are uninsured (27%) compared with other state residents. Approximately 12% of South Dakota Residents are uninsured according to the US Census Bureau, *Income, Poverty, and Health Insurance Coverage in the United States: 2006, Issued August 2007*.

**Professional Development Needs for Artists** Artists were nearly evenly divided on their access to professional development workshops and courses.

**Artist Networks** Artists were also evenly split on the adequacy of networks of support. About half were satisfied (49%) and half unsatisfied (52%) that they had adequate networks of support from other artists and other people in the cultural sector.

**Artists' Confidence** South Dakota artists are generally confident about the future of their arts careers. Nearly half are somewhat confident (47%) and over a third of artists are very confident (35%). Another 15% are not very confident and only 2% are not at all confident.

**Artists' Needs** South Dakota artists most need increased sales or other earnings. They also need better marketing, networking, and access to grants funding. Health insurance is also an important need. Many also report the need for validation of their work.

**What Would Help Artists?** We asked artists, "What, if anything, would help you as an artist working in South Dakota? The following suggestions were repeated: help market South Dakota Artists to increase sales and bookings (cited by 29 artists), offer training, networking opportunities, and business advice (17), increase grant funding to artists (9),

encourage respect and validation of artists (7), create more exhibition opportunities (7), provide information on opportunities (4), and encourage appreciation of contemporary art (4).

### **Nonprofit Organization Representatives**

Two hundred and twelve staff or board representatives of South Dakota arts or cultural organizations responded to the survey.

**Nonprofit Organizational Health** Over half of nonprofit representatives (52%) thought their organizations were strong, “doing well, no problems we can’t handle.” Four in ten (40%) were coping, “doing OK with significant problems.” A few (6%) were really struggling, “laying off staff or can’t pay bills,” and a few (2%) were essentially not operating, at “risk of closing down.” These results show a steady improvement in the overall perceived capacity of South Dakota nonprofit cultural organizations over the last four, three-year planning cycles.

**Nonprofit Organization Needs** Funding is the top priority need for South Dakota nonprofit cultural organizations. Funding for programming and operations topped the list of needs. Many also needed volunteer development, marketing help, public advocacy, and help with fundraising and board development. Some needed facility improvement, networking, staff development, information or information technology, help with planning, or other management training.

**Anticipated Nonprofit Accomplishments** When asked, “...what do you expect to be your three most significant accomplishments in the next three years?” most cited audience and community participation. Many hoped for financial stability, arts and cultural programming, community partnerships, and arts education. Less often they cited, cultural tourism, organizational development, and facility development as expected accomplishments.

**Expected Challenges for Nonprofits** Concern for funding is by far the most commonly expected challenge for nonprofit cultural organizations. Most cultural leaders are also concerned about increasing public awareness and appreciation. Many are concerned about their membership numbers. Many respondents are concerned about organizational development (recruiting board, staff, and volunteers). Others are concerned about facilities, arts education, and challenge to maintain or improve artistic quality.

### **Educators**

We heard from 238 people familiar with education as educators, teaching artists, or parents of K-12 students.

**Role in Education** Respondents familiar with education included 79 teaching artists, 77 parents of K-12 students, 55 classroom teachers, 47 arts specialists, and 22 cultural organization educators.

**Community Partnerships to Enhance Arts Education** The majority of South Dakota schools represented by survey respondents take advantage of arts programs presented by outside presenters. Six in ten respondents familiar with education (61%) reported that schools with which they were familiar worked with artists-in-residence. Over half (58%) said music, theater, or dance performances had been brought into schools. Nearly half (45%) sent students on field trips to performances and 41% sent students to museums. A quarter (25%) reported museums brought programs into schools.

**What is Working Well in Arts Education?** We asked, “What is working well to provide South Dakota K-12 students with a good arts education? The following are the most frequently cited answers: *Artist in the Schools* program (cited by 47), *teachers who are dedicated and skilled* (cited by 27), outreach/enhancement programs with community partners (13), don’t know (11), touring artist program (6), advocacy (6), a specific local program (6), funding (5), nothing (5), professional development for teachers (3), local arts agencies (3), and requirements for arts education (3).

**What Could Be Improved in Arts Education?** We asked, “What about South Dakota K-12 arts education could be improved?” Following are the most frequent responses: *more funding for arts education teachers and programs* (cited by 31 respondents), more advocacy and awareness in the public and education administrations (18), more and more varied arts education opportunities for students (16), sequential program of arts instruction in all K-12 schools (14), more artists in schools (10), mandate arts education in schools (8), infusion of arts into other academic subjects (7), more teacher training and professional development (7), equal access in rural areas to arts education (7), better access to outreach programs (6), hire more arts teachers (6), minimize impact of no child left behind legislation (4), balance arts and sports in schools (4), and balance visual and performing arts in schools (4).



# Report of 2008 Constituents Survey

## April 9, 2008

### Full Survey Results

#### *General Questions and Responses*

The survey was organized with general questions for all respondents and other questions for specific constituents: artists, nonprofit cultural representatives, and arts educators.

#### Survey respondents

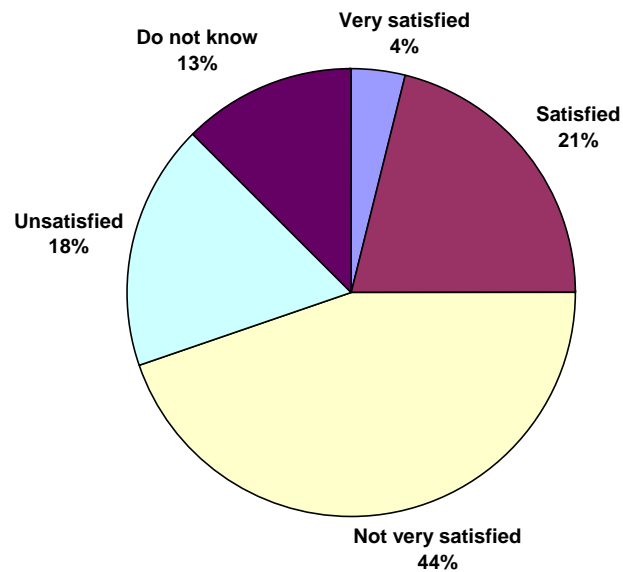
Five hundred and sixty three South Dakota citizens responded to the survey. Artists replied to the survey most frequently, followed by cultural organization staff and board members, arts-interested citizens, and educators.

1. Which one of the following descriptions best identifies you?		
Board member of arts or cultural organization	94	17%
Artist	153	27%
Arts-interested citizen	75	13%
Educator	73	13%
Staff member of arts or cultural organization	100	18%
Volunteer of arts or cultural organization	40	7%
Other (legislator, student, arts business)	23	4%
<b>Total</b>	<b>558</b>	<b>100%</b>

#### Status of Arts Education

A quarter of all survey respondents were satisfied that South Dakota K-12 students get an education that includes adequate instruction in the visual and performing arts (21% satisfied and 4% very satisfied). Nearly two-thirds were not very satisfied (45%) or unsatisfied (18%). Another 13% did not know. A subsequent question, answered only by people more familiar with education described what was working with arts education and what could be improved.

### Satisfaction with Arts Education



#### 2. How satisfied are you that South Dakota K-12 students get an education that includes adequate instruction in the visual and performing arts?

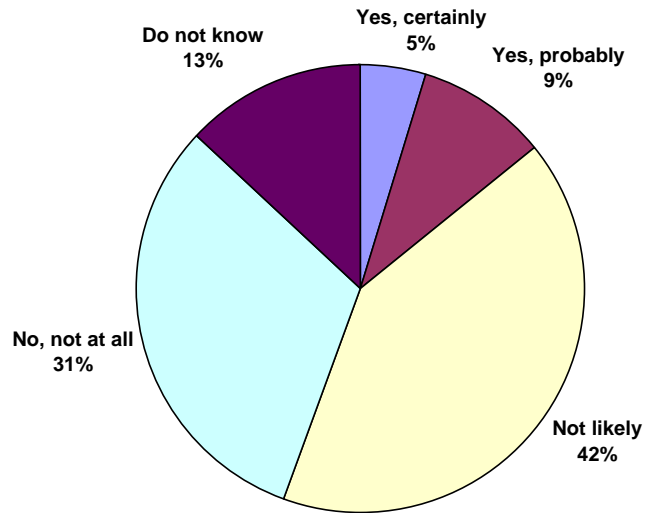
Very satisfied	22	4%
Satisfied	117	21%
Not very satisfied	249	45% <sup>1</sup>
Unsatisfied	99	18%
Do not know	70	13%
<b>Total</b>	<b>557</b>	<b>100%</b>

### Access to arts education

Even fewer people thought that students throughout South Dakota had equal access to a good arts education. Nearly three quarters believed equal access was not likely (41%) or not at all likely (31%). Few respondents felt equal access was probable (9%) or certain (5%).

<sup>1</sup> Note: Percentages in charts and tables may vary slightly due to differences in rounding methods by the two software programs (Zoomerang survey and Excel) used to calculate results.

### Satisfaction with Arts Education Access Statewide

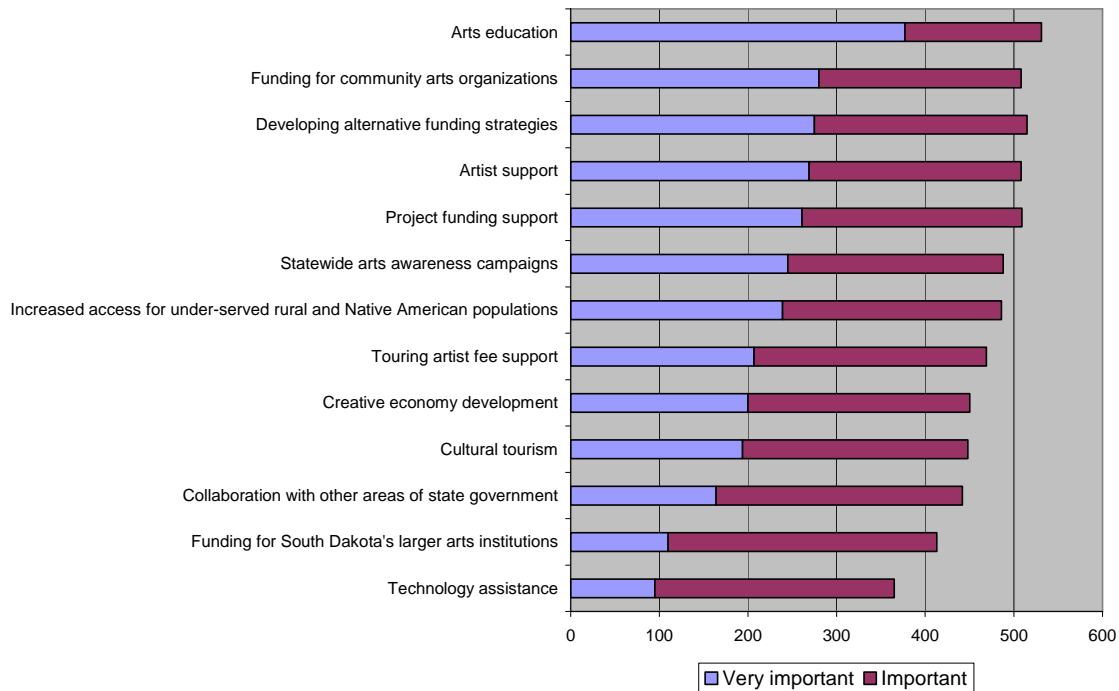


3. Do you believe that a good arts education is equally accessible to students throughout South Dakota?		
Yes, certainly	27	5%
Yes, probably	52	9%
Not likely	231	41%
No, not at all	175	31%
Do not know	72	13%
<b>Total</b>	<b>557</b>	<b>100%</b>

### SDAC Priorities

Respondents thought most potential SDAC priorities were important. The six most important priorities are: arts education, developing alternative funding strategies, funding for community organizations, artist support, and providing project funding. Also highly valued are: statewide arts awareness campaigns, increased access for under-served rural and Native American populations, touring arts fee support, and creative economy development. Collaboration with other areas of state government and funding for South Dakota's larger arts institutions are also important for slightly fewer respondents. Technology assistance is least important, but still important for the majority. The chart below lists SDAC programs in order of priority.

### Most Important SDAC Priorities



#### 4. What should be the most important priorities for the South Dakota Arts Council over the next few years? Please indicate how important each of the following are for you?

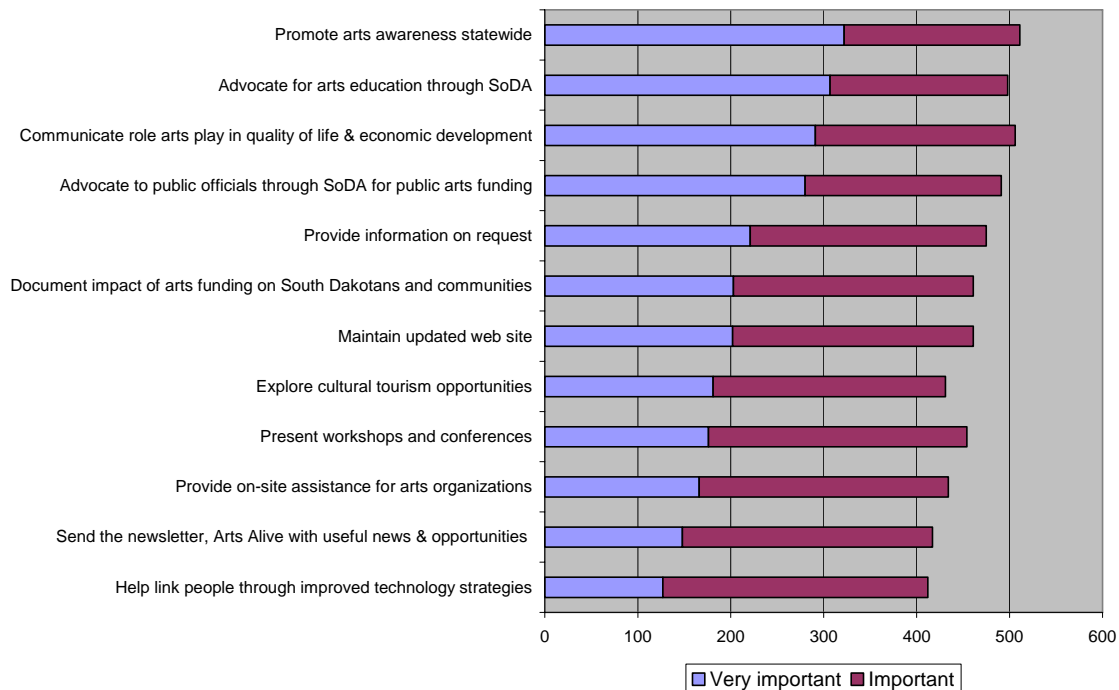
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Very important	Important	Not very important	Unimportant	N/A
Arts education	377 69%	154 28%	11 2%	5 1%	2 0%
Funding for community arts organizations	280 51%	228 41%	30 5%	8 1%	4 1%
Developing alternative funding strategies	275 50%	240 44%	26 5%	6 1%	4 1%
Collaboration with other areas of state government	164 30%	278 51%	84 15%	17 3%	6 1%
Artist support	269 48%	239 43%	39 7%	4 1%	5 1%
Statewide arts awareness campaigns	245 44%	243 44%	51 9%	11 2%	4 1%
Project funding support	261 48%	248 45%	28 5%	6 1%	5 1%
Increased access for under-served rural and Native American populations	239 43%	247 45%	48 9%	13 2%	4 1%
Funding for South Dakota's larger arts institutions	110	303	106	27	6

	20%	55%	19%	5%	1%
Touring artist fee support	207	262	63	15	4
	38%	48%	11%	3%	1%
Cultural tourism	194	254	81	14	5
	35%	46%	15%	3%	1%
Technology assistance	95	270	148	31	5
	17%	49%	27%	6%	1%
Creative economy development	200	250	66	15	16
	37%	46%	12%	3%	3%

## SDAC and SoDA Services

Public awareness and advocacy are the most important SDAC and SoDA services for most respondents. The top four priorities are nearly equally important: promote arts awareness statewide; advocate for arts education; communicate the role arts play in quality of life and economic development; and advocate to public officials through SoDA for public arts funding. Other important services include (ranked by number citing each as very important): information, documenting arts impact, updated web sites, cultural tourism, workshops and conferences, on-site assistance, newsletters, and technology help.

**Most Important SDAC & SoDA Services**



5. Please indicate how important each South Dakota Arts Council and South Dakotans for the Arts service is to you.					
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Very important	Important	Not very important	Unimportant	N/A
Communicate role arts play in quality of life & economic development	291 53%	215 39%	30 5%	10 2%	3 1%
Promote arts awareness statewide	322 59%	189 34%	26 5%	9 2%	4 1%
Advocate for arts education through SoDA	307 56%	191 35%	30 5%	9 2%	10 2%
Advocate to public officials through SoDA for public arts funding	280 51%	211 39%	37 7%	10 2%	8 1%
Provide information on request	221 40%	254 46%	51 9%	7 1%	14 3%
Document impact of arts funding on South Dakotans and communities	203 37%	258 47%	69 12%	15 3%	7 1%
Maintain updated web site	202 37%	259 47%	72 13%	8 1%	9 2%
Explore cultural tourism opportunities	181 33%	250 46%	91 17%	16 3%	6 1%
Send the newsletter, <i>Arts Alive with useful news &amp; opportunities</i>	148 27%	269 49%	95 17%	22 4%	16 3%
Provide on-site assistance for arts organizations	166 30%	268 49%	88 16%	9 2%	20 4%
Present workshops and conferences	176 32%	278 51%	69 13%	14 3%	10 2%
Help link people through improved technology strategies	127 23%	285 52%	111 20%	14 3%	12 2%

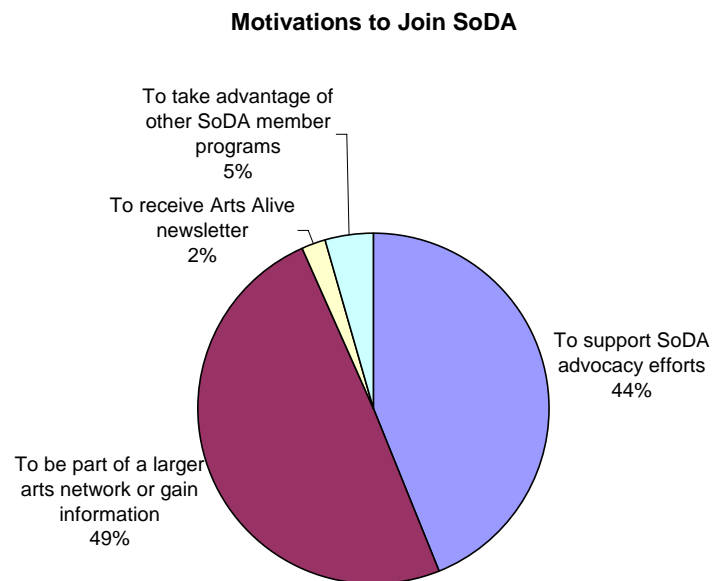
## SoDA Membership

Among those who knew their membership status, about half of respondents were SoDA members.

6. Are you a member of South Dakotans for the Arts?		
Yes	224	40%
No	240	43%
Not sure	93	17%
<b>Total</b>	<b>557</b>	<b>100%</b>

## Motivations for SoDA Membership

Members are motivated to join SoDA for two primary reasons. Most often, they join to be part of a larger arts network or to gain information (49%). Next most often, they join to support SoDA advocacy efforts (44%). This is a shift from previous surveys. In 2000 49% of SoDA members reported they joined primarily to support SoDA Advocacy efforts and 37% joined to be part of the network and gain information. While other survey questions this year show high interest in advocacy, this question indicates SoDA memberships may be driven more by interest in networking and information.



7. What is your primary motivation to join or to renew your SoDA membership? (please pick the one best answer)		
To support SoDA advocacy efforts	144	27%
To be part of a larger arts network or gain information	163	30%
To receive <i>Arts Alive</i> newsletter	7	1%
To take advantage of other SoDA member programs	15	3%
Not a member	183	34%
Other, please specify	24	4%
<b>Total</b>	<b>536</b>	<b>100%</b>

## SoDA Programs Used

About two thirds of respondents take advantage of the *Arts Alive* newsletter (70%) and *CAN Mail* (64%). Over a third of respondents have attended conferences and workshops (38%). Another third have called SoDA staff for information, advice, or referral (34%). Over a quarter use advocacy alerts (28%) or attended the Governor's Awards in the Arts (25%).

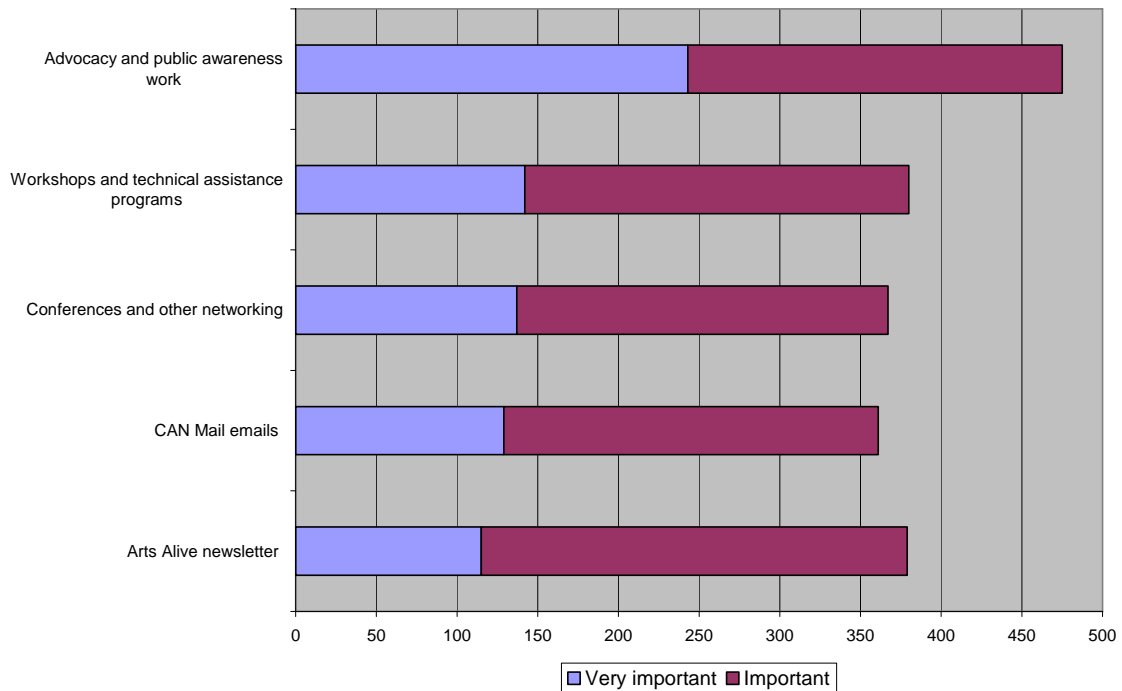
8. Which of the following SoDA programs have you used? Check all that apply.		
Read the <i>Arts Alive</i> newsletter	327	70%
Read <i>CAN Mail</i> (Community Arts Network) email announcements	297	64%
Called SoDA staff for information, advice, or referral	157	34%
Participated in other conferences or workshops	178	38%
Attended Governor's Awards in the Arts	118	25%
Used advocacy alerts (arts funding or arts education)	132	28%
Received assistance from Technical Assistance Group (TAG) advisor	27	6%
Participated in Arts Education Institute	61	13%
Participated in Prairie Arts Management Institute	39	8%
Other, please specify	48	10%

## Important SoDA Services

Respondents most strongly value SoDA's advocacy and public awareness work. Other SoDA services are valued nearly equally: workshops, conferences, *CAN Mail*, and *Arts Alive* distribution.



### Most Important SoDA Services



9. How important are each of the following SoDA programs to you?					
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Very important	Important	Not very important	Unimportant	N/A
Advocacy and public awareness work	243 45%	232 43%	33 6%	9 2%	21 4%
<i>Arts Alive newsletter</i>	115 21%	264 49%	101 19%	22 4%	37 7%
Workshops and technical assistance programs	142 27%	238 44%	101 19%	18 3%	36 7%
<i>CAN Mail emails</i>	129 24%	232 43%	105 19%	25 5%	49 9%
Conferences and other networking	137 26%	230 43%	106 20%	18 3%	45 8%

## Suggested SDAC Partnership Initiatives

30. The South Dakota Arts Council is part of the Department of Tourism and State Development. Can you suggest new Arts Council initiatives in partnership with tourism, economic development, tribal relations, or history?

191 Responses

We asked, “Can you suggest new Arts Council initiatives in partnership with tourism, economic development, tribal relations, or history?” There were 191 responses to the question and suggestions fell into the following broad categories. See the appendix for the full texts of all suggestions.

- Promote cultural/heritage tourism (cited by 55 respondents)
- No ideas suggested (30)
- Work more closely with or better promote Native American arts (17)
- Advocate public awareness in South Dakota (7)
- Keep up the good work (7)
- Stress economic impact of a creative economy (4)
- Tour South Dakota artists (3)

## Suggestions for *Arts Alive*

31. Can you suggest anything that would improve the joint SDAC/SoDA newsletter, *Arts Alive*?

162 Responses

We asked “Can you suggest anything that would improve the joint SDAC/SoDA newsletter, *Arts Alive*?” Following are the most frequent suggestions from 162 responses.

- Good as is, keep up the good work (cited by 37 respondents)
- No suggestions for improvement (31)
- Regularly feature a new artist, community, school, local arts agency, and/or tribal program (16)
- Have not seen it (15)
- Better distribution (6)
- Create an electronic newsletter (5)
- Use recycled or cheaper paper (5)
- List more events or list sooner (4)
- More frequent publication (3)

- Information on how to submit articles (3)
- More timely events notices

## Other Suggestions for SDAC or SoDA

**32. Do you have any other suggestions for the South Dakota Arts Council or South Dakotans for the Arts as each agency updates its long range plan?**

186 Responses

We asked, “Do you have any other suggestions for the South Dakota Arts Council or South Dakotans for the Arts as each agency updates its long range plan?” Most suggestions were specific. Following are repeated suggestions:

- Keep up the good work, continue the good programs (cited by 25 respondents)
- No suggestions (25)
- Work in partnership with universities, Humanities Councils, and other state agencies (16)
- Help artists network and/or get training (14)
- Secure more funding and grant more funds (11)
- Advocate for public support of the arts (8)
- Strive for more SDAC and SoDA visibility (10)
- Promote arts in education (6)
- Market South Dakota arts and artists (5)
- Move AEI conference back to summer (4)
- Keep constituents informed of opportunities (4)
- Provide management assistance to arts organizations (4)
- Emphasize more Native American arts (4)
- Encourage new artists to join SDAC programs (3)
- Continue SDAC/SoDA partnership (3)
- Fund artists more directly (3)
- Provide more help to rural and small communities (3)
- Work with local arts councils (3)
- Keep grants administration simple or move to e-granting (3)

## **Professional Artists** (N =128)

One hundred and twenty eight professional artists responded to the survey.

10. Do you work as an artist 50% or more of your time, or earn 50% or more of your living from your art? If so, we have some additional questions for you.		
Yes	128	23%
No	435	77%
<b>Total</b>	<b>563</b>	<b>100%</b>

## **Artists' Markets**

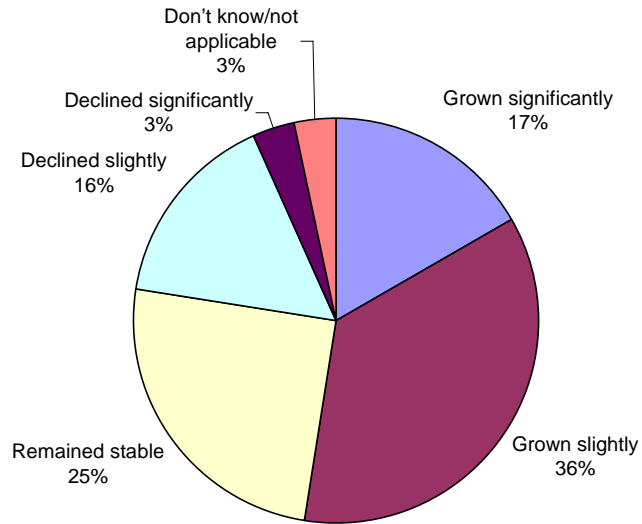
South Dakota artists more often market their work regionally (36%) or nationally (31%) than locally (21%). A few market internationally (13%).

11. Where is the market for your work as an artist? Please check all that apply.		
Local	25	21%
Regional	43	36%
National	37	31%
International	16	13%
<b>Total</b>	<b>121</b>	<b>100%</b>

## **Demand for Artists' Work**

Most artists indicate that demand for their work is growing or stable. Over a third report that demand for their work has grown slightly (36%). A quarter said demand was stable (25%). Another 17% report demand has grown significantly and a nearly the same number (16%) report demand has declined slightly. Only 3% said demand has declined significantly.

### Demand for Artist Work



12. Over the past two years has market demand for your art work grown?		
Grown significantly	20	17%
Grown slightly	43	36%
Remained stable	30	25%
Declined slightly	19	16%
Declined significantly	4	3%
Don't know/not applicable	4	3%
<b>Total</b>	<b>120</b>	<b>100%</b>

### Artist Housing and Studio Space

Most South Dakota artists report that affordable housing or studios are not a problem. This is a problem for about one quarter of responding artists with 15% indicating a problem and 11% reporting a serious problem with housing or studio.

13. Is affordable housing and/or studio space a problem for you?		
Very serious problem	13	11%
Serious problem	18	15%
Not much of a problem	30	25%
Not currently a problem	41	34%
Not applicable	18	15%
<b>Total</b>	120	100%

## Artist Health Insurance

Less than three quarters of responding artists had access to health insurance (73%) and 27% are uninsured.

14. Do you have health insurance?		
Yes	90	73%
No	33	27%
<b>Total</b>	123	100%

## Professional Development Needs for Artists

Artists were nearly evenly divided on their access to professional development workshops and courses. About half said yes (52%) and slightly fewer said no (48%) that they could get the help they needed.

15. Do you usually have access to professional development workshops or courses that you need?		
Yes	62	52%
No	57	48%
<b>Total</b>	119	100%

## Artist Networks

Artists were also evenly split on the adequacy of networks of support. About half were satisfied (49%) and half unsatisfied (52%) that they had adequate networks of support from other artists and other people in the cultural sector.

16. Are you satisfied that you have adequate networks of support from other artists and other people in the cultural sector?		
Very satisfied	6	5%
Satisfied	54	44%
Unsatisfied	56	46%
Very unsatisfied	7	6%
<b>Total</b>	123	100%

## Artists' Confidence

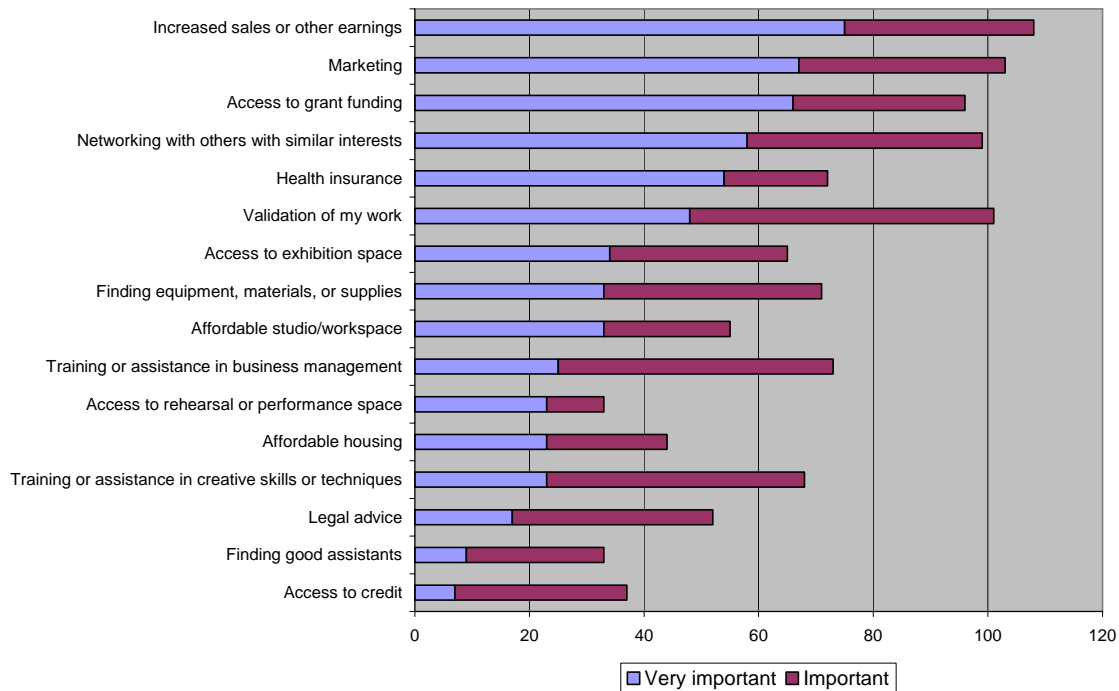
South Dakota artists are generally confident about the future of their arts careers. Nearly half are somewhat confident (47%) and over a third of artists are very confident (35%). Another 15% are not very confident and only 2% are not at all confident.

17. How confident are you about the future of your arts career?		
Very confident	43	35%
Somewhat confident	58	47%
Not very confident	19	15%
Not at all confident	3	2%
<b>Total</b>	123	100%

## Artists' Needs

South Dakota artists most need increased sales or other earnings. They also need better marketing, networking, and access to grants funding. Health insurance is also an important need. Many also report the need for validation of their work.

### Most Important Artist Needs



### 18. What are your most important needs as an artist? [Please rank each potential need or indicate "N/A" (not applicable)].

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Very important	Important	Not very important	Not important	N/A
Validation of my work	48 39%	53 43%	13 11%	6 5%	3 2%
Training or assistance in creative skills or techniques	23 19%	45 37%	32 26%	16 13%	6 5%
Training or assistance in business management	25 20%	48 39%	34 28%	13 11%	3 2%
Marketing	67 54%	36 29%	14 11%	3 2%	3 2%
Increased sales or other earnings	75 61%	33 27%	10 8%	3 2%	2 2%
Finding good assistants	9 7%	24 20%	39 32%	27 22%	24 20%
Access to grant funding	66 54%	30 24%	11 9%	7 6%	9 7%
Access to credit	7 6%	30 25%	32 26%	29 24%	24 20%
Legal advice	17	35	33	21	15



	14%	29%	27%	17%	12%
Affordable housing	23	21	26	24	28
	19%	17%	21%	20%	23%
Affordable studio/workspace	33	22	16	25	25
	27%	18%	13%	21%	21%
Access to rehearsal or performance space	23	10	21	24	44
	19%	8%	17%	20%	36%
Access to exhibition space	34	31	16	17	25
	28%	25%	13%	14%	20%
Health insurance	54	18	18	12	20
	44%	15%	15%	10%	16%
Networking with others with similar interests	58	41	20	1	2
	48%	34%	16%	1%	2%
Finding equipment, materials, or supplies	33	38	26	16	10
	27%	31%	21%	13%	8%

## What Would Help Artists?

<b>19. What, if anything, would help you as an artist working in South Dakota?</b>
75 Responses

We asked artists, “What, if anything, would help you as an artist working in South Dakota? The following suggestions were repeated. Numbers indicate frequency with which a similar suggestion was offered.

- Help market South Dakota Artists to increase sales and bookings (cited by 29 artists)
- Offer training, networking opportunities, and business advice (17)
- Increase grant funding to artists (9)
- Encourage respect and validation of South Dakota artists (7)
- Create more exhibition opportunities (7)
- Provide information on opportunities to exhibit or perform or for grants (4)
- Encourage appreciation of contemporary art (4)

## ***Nonprofit Organization Representatives*** (N = 212)

### **Arts and Cultural Organizations**

Two hundred and twelve staff or board representatives of South Dakota arts or cultural organizations responded to the survey.

<b>20. Do you work with a South Dakota arts or cultural organization as staff or board member?</b>		
Yes	212	38%
No	339	62%
<b>Total</b>	<b>551</b>	<b>100%</b>

### **Nonprofit Organizational Health**

Over half of nonprofit representatives (52%) thought their organizations were strong, “doing well, no problems we can’t handle.” Four in ten (40%) were coping, “doing OK with significant problems.” A few (6%) were really struggling (laying off staff or can’t pay bills) and a few (2%) were essentially not operating (risk of closing down<sup>2</sup>.”

These results show a steady improvement in the overall health of South Dakota nonprofit cultural organizations over the last four, three-year planning cycles.

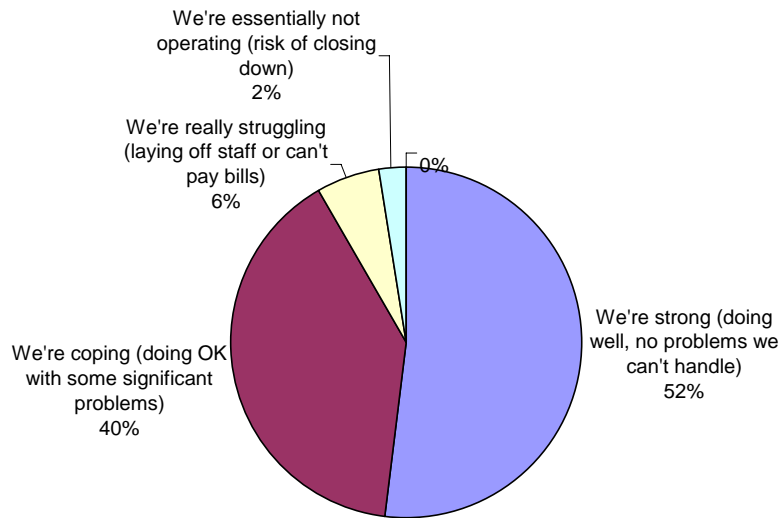
Comparison of perceived organizational health over four planning cycles (11 years).

	1997	2000	2004	<b>2008</b>
We're strong (doing well, no problems we can't handle)	31%	45%	47%	<b>52%</b>
We're coping (doing OK with some significant problems)	46%	36%	49%	<b>40%</b>
We're really struggling (laying off staff or can't pay bills)	21%	16%	01%	<b>6%</b>
We're essentially not operating (risk of closing down)	02%	02%	03%	<b>2%</b>

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<sup>2</sup> These calculations exclude responses from organizations that checked “not applicable.”

### Nonprofit Organizational Health



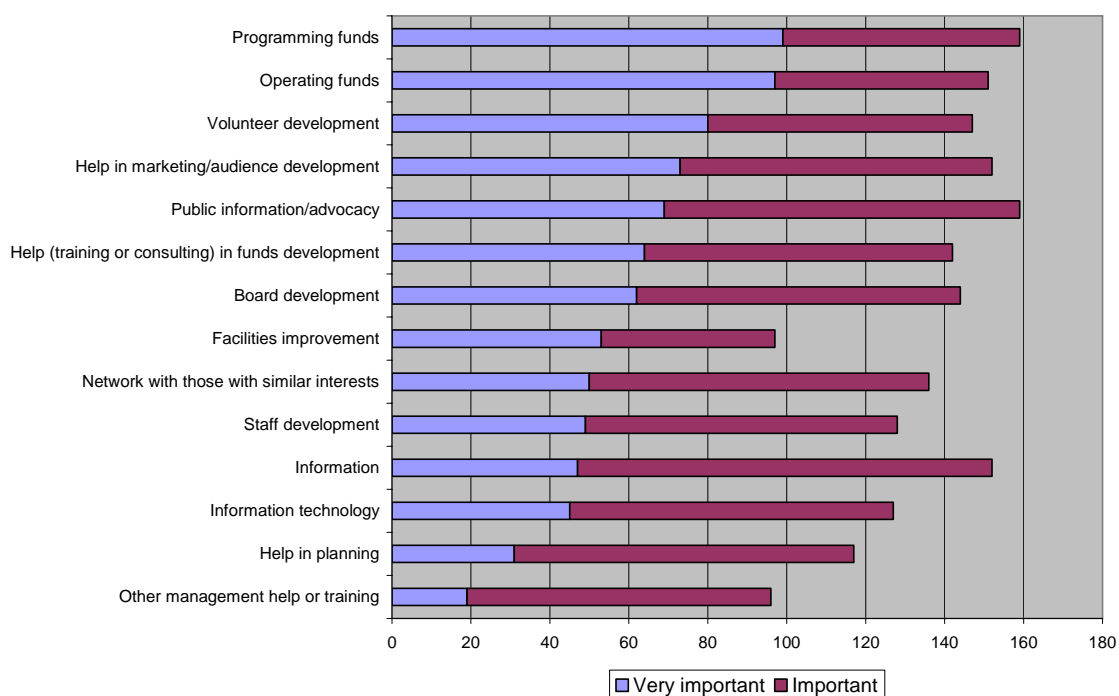
**21. If you represent a nonprofit arts organization, how would you describe the health of your organization now? Please check the best characterization.**

We're strong (doing well, no problems we can't handle)	86	43%
We're coping (doing OK with some significant problems)	66	33%
We're really struggling (laying off staff or can't pay bills)	10	5%
We're essentially not operating (risk of closing down)	4	2%
Not applicable	33	17%
<b>Total</b>	<b>199</b>	<b>100%</b>

### Nonprofit Organization Needs

Funding is the top priority need for South Dakota nonprofit cultural organizations. Funding for programming and operations topped the list of needs. Many also needed volunteer development, marketing help, public advocacy, and help with fundraising and board development. Some needed facility improvement, networking, staff development, information or information technology, help with planning, or other management training.

### Most Important Nonprofit Needs

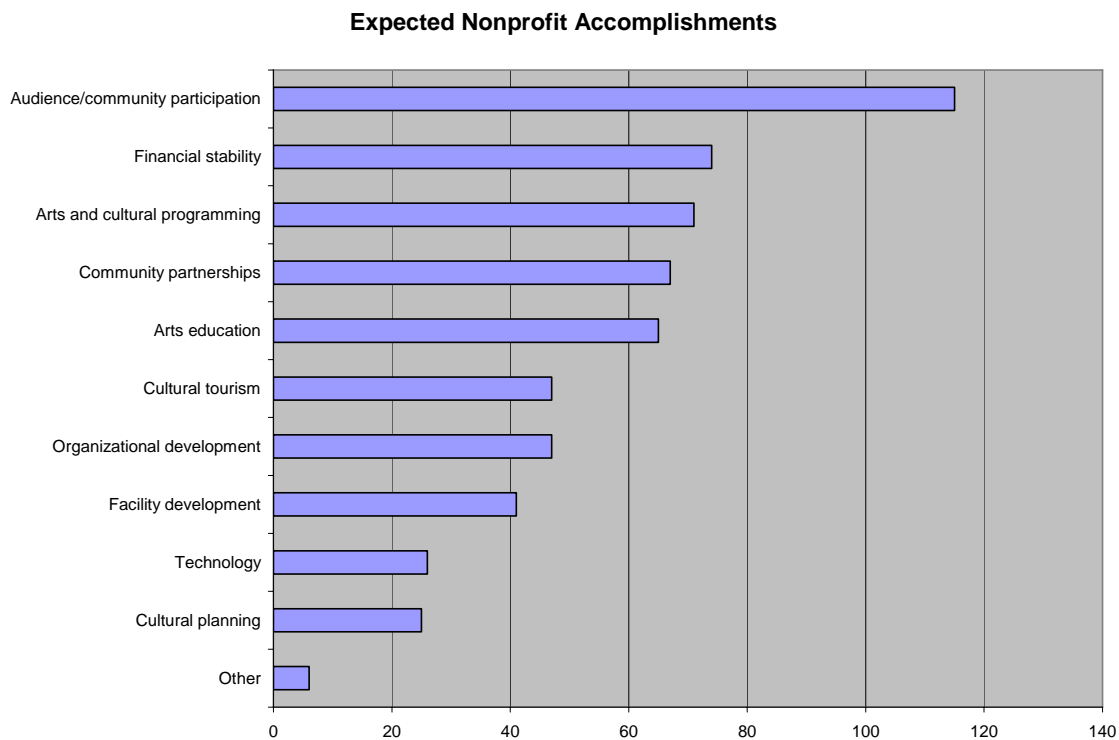


22. What are your arts or cultural organization's most important needs?					
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Very important	Important	Not very important	Unimportant	N/A
Information	47 25%	105 55%	28 15%	2 1%	9 5%
Board development	62 32%	82 42%	29 15%	7 4%	13 7%
Staff development	49 26%	79 42%	34 18%	6 3%	21 11%
Volunteer development	80 42%	67 35%	24 12%	4 2%	17 9%
Help (training or consulting) in funds development	64 34%	78 41%	29 15%	6 3%	14 7%
Help in planning	31 16%	86 45%	50 26%	12 6%	13 7%
Help in marketing/audience development	73 38%	79 41%	26 13%	4 2%	12 6%
Other management help or training	19 10%	77 41%	59 32%	13 7%	19 10%
Operating funds	97 51%	54 28%	20 10%	6 3%	15 8%
Programming funds	99 51%	60 28%	15 10%	2 3%	11 8%

	53%	32%	8%	1%	6%
Facilities improvement	53	44	45	19	32
	27%	23%	23%	10%	17%
Network with those with similar interests	50	86	38	4	12
	26%	45%	20%	2%	6%
Public information/advocacy	69	90	21	2	11
	36%	47%	11%	1%	6%
Information technology	45	82	37	10	14
	24%	44%	20%	5%	7%

## Anticipated Nonprofit Accomplishments

When asked, "...what do you expect to be your three most significant accomplishments in the next three years?" most answered with audience and community participation. Many hoped for financial stability, arts and cultural programming, community partnerships, and arts education. Less often they cited, cultural tourism, organizational development, and facility development as expected accomplishments.



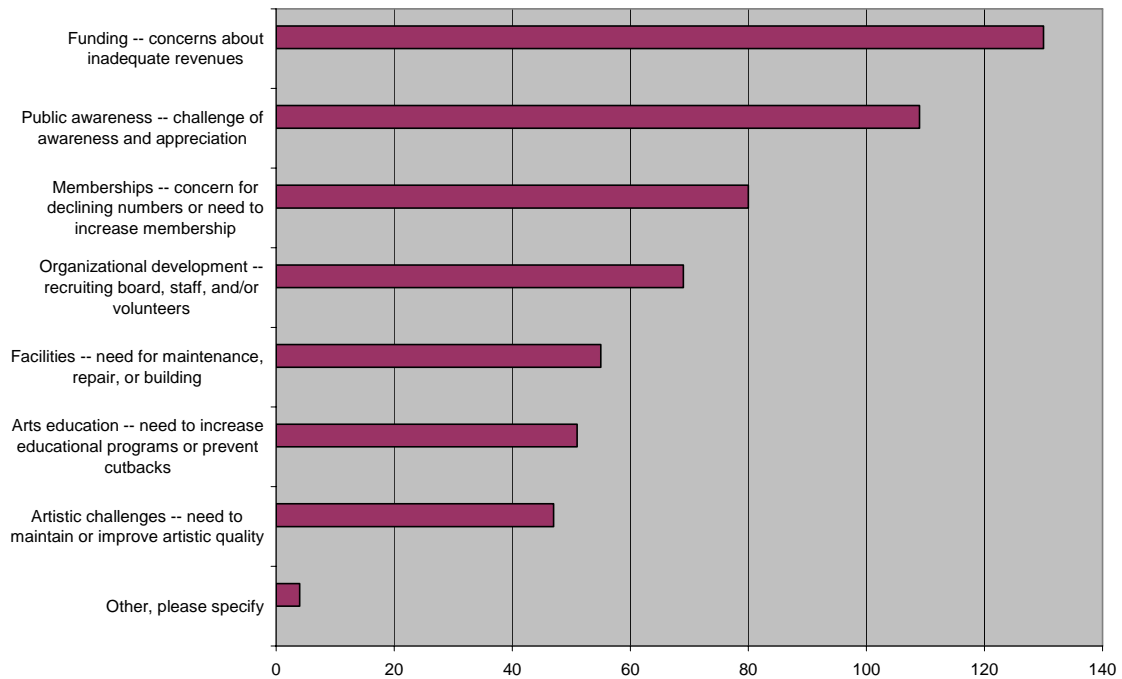
**23. If you represent an arts or cultural organization, what do you expect to be your three most significant accomplishments in the next three years? Please check the top three areas where you expect to make the most progress.**

Audience/community participation – increased awareness, support and program attendance	115	63%
Arts and cultural programming – sustained or improved	71	39%
Financial stability – keeping the bills paid and/or growing	74	40%
Arts education – creating new programs or sustaining existing arts ed programs	65	36%
Community partnerships – build collaborations with other arts and community sectors	67	37%
Facility development – maintain, expand and/or build cultural facilities	41	22%
Organizational development – recruit and retain qualified board, staff, and volunteers	47	26%
Cultural tourism – promoting South Dakota cultural attractions to visitors	47	26%
Cultural planning – develop and/or implement community arts and cultural plans	25	14%
Technology – establish web site or integrate technology into teaching and outreach	26	14%
Other, please specify	6	3%

## Expected Challenges for Nonprofits

Concern for funding is by far the most commonly expected challenge for nonprofit cultural organizations. Most cultural leaders are also concerned about increasing public awareness and appreciation. Many are concerned about their membership numbers. Many respondents are concerned about organizational development (recruiting board, staff, and volunteers). Others are concerned about facilities, arts education, and challenge to maintain or improve artistic quality.

### Expected Nonprofit Challenges



**24. If you represent an arts or cultural organization, what do you expect to be your three most significant challenges in the next three years? Please select the three most likely to give your organization trouble.**

Funding -- concerns about inadequate revenues	130	71%
Public awareness -- challenge of awareness and appreciation	109	60%
Arts education -- need to increase educational programs or prevent cutbacks	51	28%
Memberships -- concern for declining numbers or need to increase membership	80	44%
Organizational development -- recruiting board, staff, and/or volunteers	69	38%
Artistic challenges -- need to maintain or improve artistic quality	47	26%
Facilities -- need for maintenance, repair, or building	55	30%
Other, please specify	4	2%

## **Educators** (N = 238)

We heard from 238 people familiar with education as educators, teaching artists, or parents of K-12 students.

25. Are you an educator, teaching artist, or parent of a K-12 student?		
Yes	238	44%
No	303	56%
<b>Total</b>	<b>541</b>	<b>100%</b>

## **Role in Education**

Education respondents included 79 teaching artists, 77 parents of K-12 students, 55 classroom teachers, 47 arts specialists, and 22 cultural organization educators. Another 50 people had other roles in education. Respondents could select multiple roles.

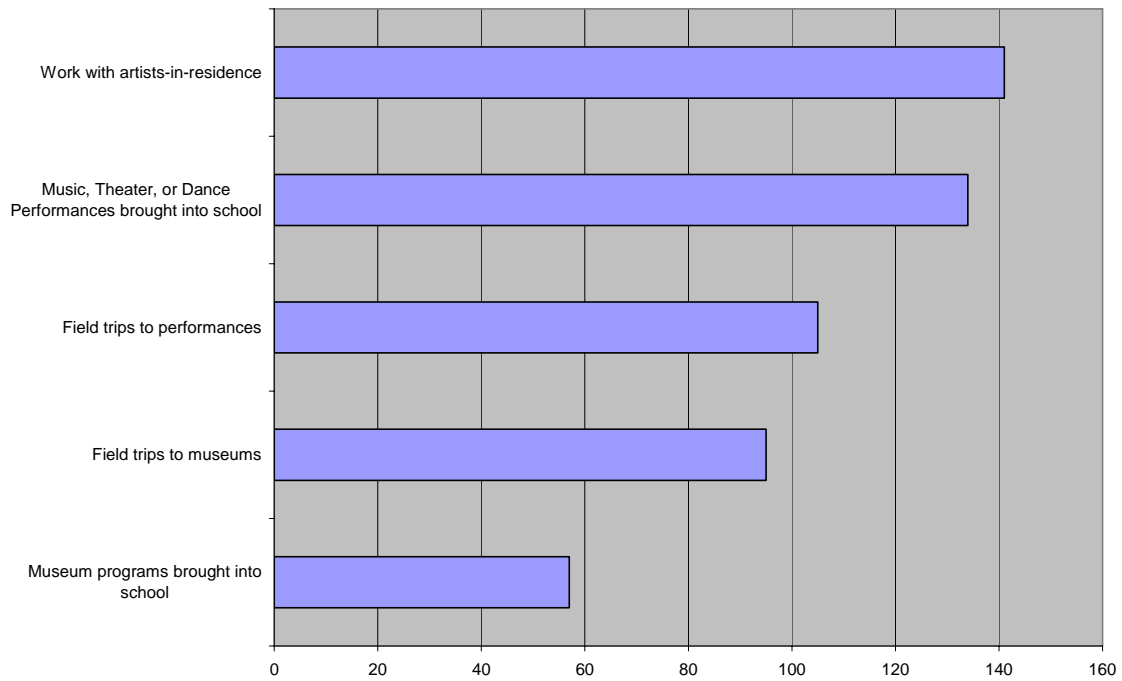
26. What is your role in education? [please check all that apply]		
Classroom teacher	55	23%
Arts specialist	47	20%
Principal	0	0%
School administrator	10	4%
Parent of student in K-12 school	77	33%
Student	7	3%
Teaching artist	79	34%
Cultural organization educator	22	9%
Other	50	21%

## **Community Partnerships to Enhance Arts Education**

The majority of South Dakota schools represented by survey respondents take advantage of arts programs presented by outside presenters. Six in ten respondents familiar with education (61%) reported that schools with which they were familiar worked with artists-in-residence. Over half (58%) said music, theater, or dance performances had been brought into schools. Nearly half (45%) sent students in field trips to performances and 41% sent students to museums. A quarter (25%) reported museums brought programs into schools.



### Frequency of Arts Education Enhancement



### 27. In the last two years, have schools with which you are familiar, participated in arts programs presented by outside providers?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Yes	No	Don't know	N/A
Field trips to museums	95 41%	63 27%	62 27%	11 5%
Museum programs brought into school	57 25%	82 36%	79 34%	12 5%
Field trips to performances	105 45%	72 31%	43 19%	11 5%
Music, Theater, or Dance Performances brought into school	134 58%	45 19%	44 19%	9 4%
Work with artists-in-residence	141 61%	41 18%	45 19%	6 3%

## What is Working Well in Arts Education?

**28. What is working well to provide South Dakota K-12 students with a good arts education?**

141 Responses

We asked, “What is working well to provide South Dakota K-12 students with a good arts education? Following are the most frequently cited answers from 141 respondents who answered the question (the number in parenthesis indicates the frequency of a related response):

- Artist in the Schools program (cited by 47)
- Teachers who are dedicated and skilled (cited by 27)
- Outreach/enhancement programs with community partners (13)
- Don't know (11)
- Touring artist program (6)
- Advocacy (6)
- A specific local program (6)
- Funding (5)
- Nothing (5)
- Professional development for teachers (3)
- Local arts agencies (3)
- Graduation requirements for arts education (3)

## What Could Be Improved in Arts Education?

**29. What about South Dakota K-12 arts education could be improved?**

155 Responses

We asked, “What about South Dakota K-12 arts education could be improved?” Following are the most frequent responses of 155 answers to the question (frequency noted in parentheses):

- More funding for arts education teachers and programs (cited by 31 respondents)
- More advocacy and awareness in the public and education administrations (18)
- More and more varied arts education opportunities for students (16)
- Sequential program of arts instruction in all K-12 schools (14)
- More artists in schools (10)
- Mandate arts education in schools (8)
- Infusion of arts into other academic subjects (7)
- More teacher training and professional development (7)
- Equal access in rural areas to arts education (7)
- Better access to outreach programs (6)
- Hire more arts teachers (6)
- Unsure (5)
- Minimize impact of No Child Left Behind legislation (4)
- Balance arts and sports in schools (4)
- Balance visual and performing arts in schools (4)

# Appendix

## ***Survey Invitation***

We'd love to hear from you.

Active members of South Dakota's arts community help update our state arts plan every three years by responding to questions from the South Dakota Arts Council and South Dakotans for the Arts. We also received insights about our planning and programs from Regional Arts Day meetings held around the state last spring.

Please share your opinions in a simple online survey that should take about ten minutes. Simply click this link: <http://www.zoomerang.com/survey.zgi?p=WEB227CKHLUZKB>

If your email program doesn't automatically open the survey web site, you may highlight, copy, and paste the above web address into the address line of your web browser. Or go to [www.sdarts.org](http://www.sdarts.org) and click the link to "strategic planning survey."

We want to hear from you and will carefully consider what you say. If you need a paper copy of the survey call (800) 952-3625 and ask for the South Dakota Arts Council office.

We look forward to seeing your advice and suggestions!

Dennis Holub, Executive Director, South Dakota Arts Council

Pat Boyd, Executive Director, South Dakotans for the Arts